

## **Woodland Park Zoo**

### **REQUEST FOR STATEMENTS OF QUALIFICATION AND PROPOSAL for New Exhibit to Replace the Former Day/Night Exhibit Submittal Due Date: Tuesday June 1, 2021**

---

#### **INTRODUCTION**

Woodland Park Zoo ("WPZ" or "the zoo") is seeking a motivated design partner to provide planning, design and construction services for development of an engaging and innovative exhibit at the entrance to the zoo that will support robust revenue and help create a social movement for conservation. The new exhibit will be situated on the site of our former Day/Night exhibit. This document and its attachment(s) shall serve as the initial request for qualifications (RFQ). Following review of qualifications, short-listed applicants will be asked to submit a fee proposal prior to interview. Additional instructions will be provided to short-listed firms detailing fee proposal requirements and scope.

Enclosed with this RFQ are the following sections and attachment(s):

1. Background on the zoo
2. Background on the previous Day/Night Exhibit
3. The zoo's vision and concept of a new/replacement facility
4. Scope of design services
5. Selection criteria
6. Submittal response requirements
7. Selection process and schedule
8. WPZ site plan

#### **BACKGROUND ON WOODLAND PARK ZOO**

Founded in 1899, Woodland Park Zoo has sparked delight, discovery and unforgettable memories for generations of Northwest families and visitors to the greater Seattle area. People who experience the wonders of the natural world are inspired to protect it. That's why every year we lead more than one million people on a journey that inspires a lifelong love of animals, makes science come alive, and gives people the tools to take conservation action. This is all encapsulated in our Mission statement:

*Woodland Park Zoo saves wildlife and inspires everyone  
to make conservation a priority in their lives.*

## **BACKGROUND ON DAY/NIGHT PROJECT SITE:**

- The previous exhibit was built in 1972 and involved subsequent renovations
- The facility included two separate but joined indoor exhibit spaces totaling approximately 13,000 SF
- The building suffered a substantial fire in 2016 and has been out of service since then
- The night half of the building was significantly damaged by fire and has undergone basic interior demolition and debris removal. The day half of the building received smoke and water damage and remains largely as it was after the fire. All services, including power, were subsequently disconnected.

## **VISION AND STRATEGIC OBJECTIVES**

The zoo is looking for a partner to design an innovative experiential space to facilitate our goal of motivating guests to act to conserve wildlife by facilitating empathy building experiences with unique animals that receive extraordinary care.

While we want to co-create the final theme of the exhibit with our design partner and stakeholders, we do know that we want to feature Matschie's Tree Kangaroos, and other small to medium species of mammals, birds and reptiles. Additionally, a focus on conservation commerce (e.g. coffee), may be a more effective way to empower guests to take action than a more traditional bio-geographic lens. Our maximum allowable construction costs for this project are anticipated to be \$20 to \$25 million.

This project will involve seeking and incorporating deep stakeholder input to ensure that we reflect diverse voices and perspectives. Stakeholders include the community, donors, field partners, staff, board of directors, Seattle Parks & Recreation and other project partners.

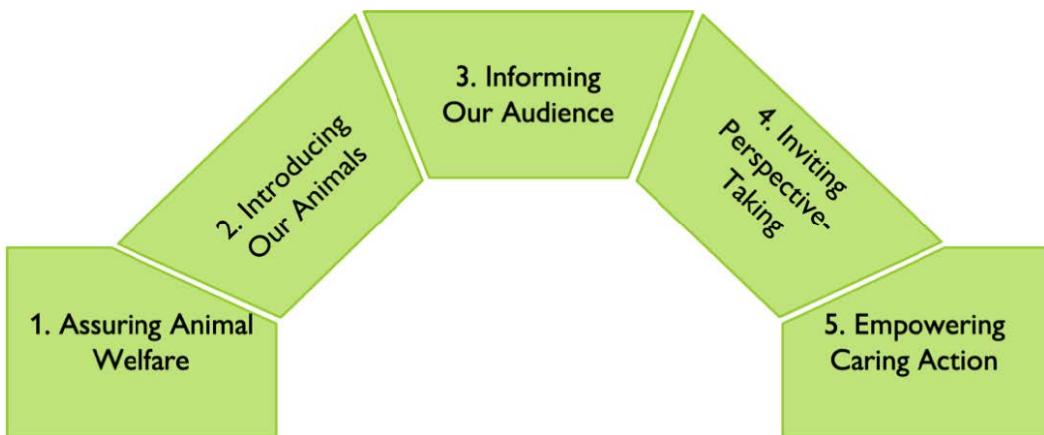
Sustainability is a priority during design planning, building and ongoing operations. Our goal is to design and build healthy exhibits and spaces with minimal environmental impact and efficient resource use that demonstrate high performance over time. New facilities and major renovations should meet LEED Gold at a minimum, and where possible, adopt a regenerative design approach with Living Building Challenge as a benchmark.

The zoo expects that this exhibit will be in line with our strategic plan ([document.doc \(zoo.org\)](#)) and will focus on our institutional impacts. The exhibit's success will be measured by visitor perceptions:

- Increased sense of personal identity as an agent for change toward the environment
- Increased sense of hope that conservation efforts are effective and worth it
- Increased intentions to take action toward pro-environmental behaviors and attitudes
- Increased source of credibility of Woodland Park Zoo as a conservation leader.

At Woodland Park Zoo, we aim to turn empathy into a social movement for conservation, with a series of initiatives all based on a carefully developed framework called the Empathy Bridge. We want our design partner to understand and embrace this approach:

## The Empathy Bridge



The Empathy Bridge has become a keystone for staff to collectively understand how and why we foster empathy at Woodland Park Zoo. It organizes a set of tools and practices that cultivate empathy for animals and ultimately motivate the social outcomes we seek.

The full article can be viewed in American Alliance of Museums blog at this link:  
<https://www.aam-us.org/2021/03/19/an-empathy-bridge-helps-the-woodland-park-zoo-drive-social-change/>

## SCOPE OF DESIGN SERVICES

The zoo intends to hire a single design firm for services from initial concept planning and stakeholder engagement through construction document production, permitting and construction administration. The zoo will select the most qualified team based on their demonstrated ability to complete the entire project through the construction phase. Due to the nature of the project, the zoo anticipates executing an initial contract with the selected firm for schematic design services. The successful full-service design team will become a member of the zoo's team. It is anticipated that the zoo will contract with a lead designer which in-turn will lead, manage, and contract with all other necessary licensed design professionals.

The initial phase of work will include facilitating comprehensive stakeholder engagement, structural and adaptive reuse analysis for the existing fire damaged building, production of multiple design concepts, cost estimating and development of a final schematic design. In addition, the scope will include early concept renderings; which will be instrumental in supporting the zoo's fundraising plan for the project.

Animal collection parameters and requirements will also need to be considered with the design concept. This may include breeding/holding spaces onsite (within the footprint) or offsite (outside of the exhibit's footprint). Additional details and scope assumptions will be provided to short-listed firms.

## **SELECTION CRITERIA**

- Demonstrated design excellence and ability to apply an innovative perspective to the project; including an articulated understanding of key creative attributes for the zoo of the future
- Demonstrated understanding of animal welfare and husbandry requirements
- Demonstrated excellence in sustainable design strategies and certifications
- Demonstrated ability to meet project schedules and budgets
- Demonstrated experience navigating and leading local permit approvals
- Management, team organization and skill & experience of key staff
- Knowledge of the WPZ's Strategic Plan
- Demonstrated excellence in zoo and exhibit design

### **Pre-proposal conference and site tour(s):**

A Pre-proposal meeting and virtual site tour will be held on May 18, 2021 from 1:00-2:30 pm; contact Kathleen Ihnken 206-548-2459 or [kathleen.ihnken@zoo.org](mailto:kathleen.ihnken@zoo.org) to request access to the MS Teams or ZOOM meeting.

## **SUBMITTAL RESPONSE**

Provide five (5) copies and one flash drive of your submittal.

1. One-page letter of interest that includes a synopsis of the prime firm and subconsultant qualifications, the project manager and primary contact, the project principal representing the contractual authority of the firm and an acknowledgement that WPZ anticipates completion of concept design options with supporting documents by April, 2022.
2. A project organizational chart. Identify team composition if a team is proposed. Define key staff members who will be working on the project and identify their roles and expected time commitments throughout the duration of the project. As part of the response to the RFP for the short-listed candidates we will also request references for these key team members.
3. Profile(s) of firm or team members including number of employees, location and number of years in business under its current name and relevant experience.
4. Resumes of the project manager, principal(s) and staff with a major role in the project.
5. Five project descriptions for projects of a similar scope performed by key design team members. At least three should be constructed projects. For each of the projects identified, provide references (name and *current* phone numbers), approximate design fee and construction cost, year the design was completed and the year the project was built.

## **CONSULTANT EVALUATION COMMITTEE**

The consultant evaluation committee will be comprised of representatives from the Woodland Park Zoo Board and staff. The zoo reserves the right to accept or reject any and all submissions.

## **CONSULTANT SELECTION SCHEDULE**

Pre-proposal meeting/Virtual site tour	May 18, 2021, 1:00 pm, PST
Qualifications from consultants due	June 1, 2021, 1:00 pm, PST
Identify short list to complete RFP	June 25, 2021
Site visits	Late June, early July, 2021, TBD
Proposals due	July 26, 2021, 1:00 pm, PST
Interviews	Early August, 2021, TBD
Award design contract	Mid-August, 2021

## **RESPONSES DUE**

**Submittals are due no later than 1:00 pm on June 1, 2021.**

Send or deliver five hard copies and one flash drive to:

Chris Mueller  
Senior Director of Maintenance, Operations and Capital Projects  
Woodland Park Zoo  
5500 Phinney Ave. North  
Seattle, WA 98103

Questions should be directed to Chris Mueller, Senior Director of Maintenance, Operations and Capital Projects, 206-548-2431 or [chris.mueller@zoo.org](mailto:chris.mueller@zoo.org).